

# IOSIF MATYAS

UX Designer

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Username: JohnDoe

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## EXPERIENCE

### **UX Designer StarLeaf**

*March 2017 to present*

I am responsible for the design of the cloud services department. I am working on multiple products aligning the user experience with the app and marketing department. I have redesigned the web app, mails and back-end systems. Working with qualitative and quantitative testing to ensure the product is on a continuous path for improvement. I am designing the UI for their in-house physical products for meeting rooms and desk phones.

### **UX Designer Playtech**

*June 2016 to March 2017*

I was in charge of the redesign and rebranding of Luck.com and overseeing the work of 2 Freelance Visual Designers. I worked with prototypes, designs, wireframes and I also presented to the CEO and Head of Product in daily meetings.

I worked closely besides the Product Manager, Developers, QA, Marketing Managers and Content Managers to make sure the overall vision was clearly communicated and implemented. I lead user testing interviews to refine the UI and understand potential choke points.

## **UX Designer Pokerstrategy.com**

*June 2014 to June 2016*

My role involved user testing to increase usability of newly launched products for mobile, tablet and web. I created UX guidelines for products that we released and for existing products to maintain visual coherence. I was the person responsible for creating wireframes and prototypes for the new designs, prioritising on information architecture, ease of access and user flow. I created AB and multivariate tests that increased the overall performance of the website. After continuous tests and reiterations on designs I increased conversion rates by 15% and this in part led to the achievement of the 2016 Financial targets by July.

## **UX/UI Designer IM Design**

*December 2013 to June 2014*

Working on products for clients from concept to delivery I have achieved high quality products. I have made responsive designs, developed, and tested websites and apps. Worked with CSS3 and HTML5, Wordpress.

## **Freelance Web/Graphic designer**

*August 2012 to December 2013*

Freelancing for clients around the world. I have designed webpages, logos and created my own game that took me through the full life cycle of the product.

## **Junior UI Designer for Thomas Muicke**

*June 2009 to August 2009*

Working on an offline software platform that was implemented in robots, I designed the User Interface from layouts to icons.

## EDUCATION

### **University of Worcester/UK 2009-2012**

Upper second class 2:1

BA Hons Graphic Design & Multimedia Joint Fine Art Practice

### **College of Fine Arts Nicolae Tonitza/ Romania 2005-2007**

Major in Architecture, Environmental Arts and Design, Industrial and Product Design

## SKILLS

#User Experience Design #User Interface Design #User Research #User Testing #Prototypes #Heuristic Reviews #Wireframes #Personas #Sketch #Axure #Balsamiq #InVisionapp #CSS3 #HTML5 #jQuery #Bootstrap #Photoshop #Illustrator #After Effects #Atomic.io #Flash/AnimateCC #InDesign #Edge Code #Fireworks #Inkscape